

Preparing for the International Market

DATES: Monday, August 30, Belhurst Castle, **Geneva**
Tuesday, August 31, Yesterday's Royal, **Sylvan Beach**
Wednesday, September 1, Century House, **Latham**

TIME: 10:00 am to 1:30 pm

COST: \$20 per person (includes lunch)



These workshops are intended for all organizations, communities and businesses, regardless of previous involvement or knowledge of international tourism.

Sponsors



Agenda Topics:

- Working with local and regional partners
- How international tourism works and how to get involved
- How to represent your destination on an international marketing website...and much more!

RSVP to Lori Duell: lori_duell@partner.nps.gov by **AUGUST 23rd.**
Call for more information 518-237-7000 ext. 220. See registration form for more details.



Supporters

Cayuga County, Montgomery County, Schenectady County Chamber, Onondaga County, Seneca County, Syracuse Convention and Visitors Bureau, and Upstate NY Tourism Alliance

THE INTERNATIONAL VISITOR

- The international visitor spends approximately four times as much as the domestic visitor.
- They make up 19% of the visitors to New York City but account for 45% of the spending.
- The international visitor stays approximately three times as long as the domestic visitor.
- If the experience is good, the word of mouth promotion by the international visitor is invaluable.
- Many international visitors are looking for small communities and non-traditional experiences.
- A significant percentage of the international visitor to New York is seeking culture, history, nature and connecting with people.
- New York City is by far, the #1 destination in the national for the international visitor.
- New York State destinations therefore stand to benefit from this market, if they are interested and prepared.

WHO IS KAY TOURS?

Kay Tours, the tour operator from Israel who, in collaboration with I Love New York, brought the journalists to the Canal Communities on the recent familiarization tour. Kay Tours is known for spotting and meeting the changing needs of the traveler. Their goal is to excel in presenting the unknown gems of New York State. They have developed a tool for perspective visitors worldwide to have easy web access to see and learn about upstate New York's destinations, accommodation, attractions, and things to do.

FOR WHOM ARE THE WORKSHOPS PLANNED?

The workshops are aimed at enabling small businesses, government, attractions, accommodations, and organizations to participate in this promotion regardless of previous involvement in international tourism or canal related activities. Each attendee of the basic "How To" workshop will leave with clear next steps.

WHO WILL BE PRESENTING?

Lori Solomon-Duell, Director of Tourism Development and Marketing for the Erie Canalway National Heritage Corridor. Ms. Solomon-Duell works with federal, state, and local partners to develop programs that promote the culture and recreation along the Canalway regions. Lori has a BA in Sociology, a Graduate Certificate in Non-profit Management, a Masters in Public Administration and is completing her Masters in Sustainable Tourism. She will present on **How To Benefit from Collaborating With Others in Presenting and Marketing to Visitors.**

Chris Guidone the Consultant for New York State Division of Tourism in enabling New York State suppliers to become more international tour operator friendly, as well as facilitating tour operators to offer more New York State programs. Chris spent 10 years with the Philadelphia CVB, and is President of Big Picture Tourism Consulting. He is the current Director of Marketing and Membership for the Receptive Services Association of America. He will present on **How International Tourism Works and How to Get Involved.**

Markly Wilson, Director International Marketing for New York State Division of Tourism has extensive experience running the US tourist offices for Barbados, directing marketing for the 27 country Caribbean Tourism Organization, helping places develop tourism, and lecturing on Ecotourism at NYU. He will co-present with Guidone on **How To Join I Love New York in Promoting To The International Visitor.**

Avi Kaptzan, CEO of Kay New Century Tours Ltd, (Tel Aviv, Israel). Kaptzan formal education includes Media and Television Marketing, Aviation Operations Pricing and Marketing, Inbound and Outbound Tourism from the Israeli Ministry of Tourism, and Advanced Internet Studies. He was also Sales and Marketing Manager for a tour operator and the world's largest resort and hotel company. Kaptzan became CEO for Kay Tours in 1998. He will present on **How Upstate New York is Meeting The Growing Needs of the International Visitor** as well as **How To Become Visible On The Kay Tours New York State Web Portal.**